

**DEPARTMENTAL INPUT**  
**CONTRACT/PROJECT MEASURE ANALYSIS AND RECOMMENDATION**

☒ New EPP-RFP   ☐ OTR   ☐ Sole Source   ☐ Bid Waiver   ☐ Emergency   Previous Contract/Project No. **EPP-RFP-8312**  
☐ Re-Bid   ☐ Other   LIVING WAGE APPLIES: ☐ YES   ☒ NO

Requisition No./Project No.: RQEH1200001   Term of Contract: A three (3) year initial period, with two (2) three-year options to renew periods, at the County's sole discretion.

Requisition /Project Title: Emergency Notification System

Description: The System shall serve as an Emergency Notification System for Department Emergency Management Department (DEM), Miami-Dade County Fire Rescue Department (MDFR), Miami-Dade Transit Department (MDT), municipalities, educational and healthcare institutions within the County.

Issuing Department: DPM   Contact Person: Leida Altman Carrillo   Phone: 305-375-1084

Estimate Cost: \$ 360,000 for the initial three year period   Funding Source: Federal Grant: Urban Area Security Initiative  
MDT Operating and Surtax funds (PTP)  
Fire District

**ANALYSIS**

<b>Commodity Codes:</b> 205-54				
Contract/Project History of previous purchases three (3) years Check here <input type="checkbox"/> if this is a new contract/purchase with no previous history.				
	<b><u>EXISTING</u></b>	<b><u>2<sup>ND</sup> YEAR</u></b>	<b><u>3<sup>RD</sup> YEAR</u></b>	
<b>Contractor:</b>	INSPIRON LOGISTICS LLC	INSPIRON LOGISTICS LLC	INSPIRON LOGISTICS LLC	
<b>Small Business Enterprise:</b>				
<b>Contract Value:</b>	\$117,000.00	\$117,000.00	\$117,000.00	
<b>Comments:</b>				
Continued on another page (s): <input type="checkbox"/> YES <input type="checkbox"/> NO				
<b><u>RECOMMENDATIONS</u></b>				
	Set-aside	Sub-contractor goal	Bid preference	Selection factor
<b>SBE</b>				
<b>Basis of recommendation:</b> <div style="border: 1px solid black; height: 30px; width: 100%;"></div>				
<b>Signed:</b> <i>LEIDA ALTMAN CARRILLO</i>		<b>Date sent to SBD:</b> <u>11/1/2011</u>		
		<b>Date returned to DPM:</b> <u>11/1/2011</u>		

***This document is a draft of a future solicitation and is subject to change without notice.***

***This is not an advertisement.  
Emergency Notification System***

**Miami-Dade County, Florida**

**EPP-RFP No.**

**SCOPE OF SERVICES**

**2.1 INTRODUCTION**

Miami-Dade County, hereinafter referred to as the County, is soliciting proposals from interested and capable parties to provide a hosted, web-based Emergency Notification System, (System), that is capable of delivering important notifications, emergency alerts, and updates to the employees, visitors and residents of the County through voice messaging and digital text on a range of devices using e-mail, mobile phone, short messaging service (SMS), and pager gateways.

The System shall serve as an Emergency Notification System for Department Emergency Management Department (DEM), Miami-Dade County Fire Rescue Department (MDFR), Miami-Dade Transit Department (MDT), municipalities, educational and healthcare institutions within the County.

**2.2 BACKGROUND**

When an incident or emergency occurs, authorized personnel will utilize the Emergency Notification System to rapidly notify the employees, visitors and residents at an average 20,000 SMS messages per minute (based on a 160 character message) and 10, voice calls per minute (based on a 2 minute message) with built in protection to ensure the messages are not treated as SPAM. The proposed System must be capable of providing real-time updates, instructions on where to go, what to do, or what not to do, who to contact and other important information as deemed necessary by emergency personnel.

a) Visitor and Resident sign-up procedure: On the County website click on "Subscribe now" to the County's program to receive alerts to their mobile phones, email, voice phones, or other mobile devices about significant emergency events. A registration screen will appear and in the boxes type your cell phone numbers, e-mail address and/or text pager number where indicated. On the registration screen you can also identify what area you reside in and whether you would like to receive alerts only during certain times of the day. However, this information is OPTIONAL and only contact information is required to register for the alerts. When the subscriber clicks "Submit" at the bottom of the screen they are done. Subscriber can also send a text message from a cell phone to "69310" with keywords "xx" to register your cell phone for Alerts. Multiple keywords shall be configurable by the respective department.

b) The County and the Department of Emergency Management (DEM) program provides Miami-Dade Alerts. Residents in Miami-Dade County who participate in the program can receive SMS messages at an average 20,000 SMS messages per minute to their cell phones, or alerts to their text pagers, e-mail addresses and Blackberry devices advising them of several types of emergency updates, including severe thunderstorm, tornado, tropical storm and hurricane warnings, traffic updates, and more. The System resulting from this RFP will add voice calling capability to the mentioned existing capabilities. The Miami-Dade Alerts Program is another tool to help keep residents informed and prepared. Link to Department of Emergency Management: <http://www.miamidade.gov/emergency/alerts.asp>

c) Miami-Dade Fire Rescue (MDFR) Department uses the System to alert personnel (and certain members of the public) when incidents happen throughout the County. The current emergency alerting System is used in conjunction with MDFR's computer Aided Dispatch System to dispatch/alert/notify all personnel about an incident taking place. The Miami-Dade Fire Rescue Department performs about 15,000 Text alerts a month. The text alerting greatly reduces the phone calls a dispatcher would have to make during major incidents. This alerting happens through an automated interface to the Computer Aided Dispatch System which makes notifications timely and efficient during major incidents.

d) The Miami-Dade Transit (MDT) Rider Alerts System allows riders sign up for alerts about service issues that could affect the citizens transit commute. A registered user has the ability to receive electronic alerts whenever Metrorail or

Metromover service interruptions occur, when the Train Tracker System is unavailable, when Metrorail and Metromover elevators and escalators are out of service, as well as updates regarding Special Transportation Service (STS). In addition, the rider can receive alerts to learn when there are Metrobus detours, route changes/updates, and service interruptions that affect an individual route, as well as several routes. Riders can currently receive these alerts on their mobile phones, text pagers, or in their emails. Riders that are already subscribed and wish to unsubscribe can use the sign up link and select the option to unsubscribe. Link to Miami-Dade Transit Department: [http://www.miamidade.gov/transit/rider\\_alerts.asp](http://www.miamidade.gov/transit/rider_alerts.asp)

e) Municipalities, Educational and Healthcare Institutions: These entities within Miami-Dade County also have access to use the System to alert personnel, students, and the public when emergency or disasters incidents occur within their facilities or jurisdictions. These entities either have similar enrollment portals to Miami-Dade Alerts (with a separate database from Miami-Dade County) or through employee direct entry into a separate database.

## **2.3 DESCRIPTION OF SOFTWARE/TASKS TO BE PROVIDED**

The intent of this System is to enable Miami-Dade County to provide immediate text and voice notification and update information during an incident or emergency. The select Proposer's hosted solution shall be geographically diverse with automatic failover sites with full capability providing for 100% up-time. This System shall deliver important emergency alerts, notifications and updates to the employees, visitors and residents of Miami-Dade County through digital text via a variety of methods:

- a) E-Mail
- b) Mobile Phone Short Message Service (SMS)
- c) Pager Gateways
- d) Landline and Mobile Phone Voice

## **2.4 THE SELECTED PROPOSER'S SOLUTION SHALL FACILITATE THE FOLLOWING SOLUTIONS:**

1. The System shall facilitate "Reverse Alert" messaging capability to receive via SMS.
2. Users shall have the ability to send a text to a centralized number that will convert the SMS text to email and be sent to a configurable email distribution group.
3. Capable of delivering voice messages via the Public Switched Telephone Network.
  - a) Including the capability to enter pauses in telephone number strings for subscribers and individual contacts.
4. The System shall have both voice recording and English language text-to-speech capability.
5. The System shall have the ability to record responses to the messages being broadcast, both via voice (touch-tone response) and electronic messaging (email reply).
6. The System shall have the ability to allow for custom options within voice messages.
  - a) For example, press 1 for the message in Spanish, press 2 for the message in Creole. The based on the option selected, a secondary message/recording would be played.
7. The System needs to have a web service to allow internal applications the ability to trigger a message to be sent.
  - a) This includes submitting to the web service the message verbiage as well as the subscription group the message is to be sent to.
8. Capable of delivering electronic messages in native device format for the following types of devices:
  - a) Alphanumeric Paging, using native message delivery, not via SMTP;

- b) E-mail;
  - c) Short Message Service (SMS), using native message delivery (gateway), not via SMTP;
  - d) Have a non-subscription (emergency use only) secure, distinct, public telephone number geo-coded database identified by business and residential phone numbers;
  - e) The phone number and business vs. residential differentiated list would be uploaded (at least quarterly) by Miami-Dade County, which is already geo-coded. This would need to be immediately accessible.
9. Have customized subscription portals that would allow the public to self register devices (voice and electronic messaging), select:
- a) Type of alerts they wish to receive;
  - b) Select the single or multiple geographic area(s), zip code, address, and municipality for which they desire to receive alerts;
  - c) Configurable time period they wish to receive the messages/alerts;
  - d) Customized subscription portal for Miami-Dade Transit with a distinct portal to store our data in secure, unique databases or groups;
  - e) Separate customized subscription portals for individual municipalities, county departments, and institutions;
  - f) The distinct portals would store their data in secure, unique databases or groups that only the appropriate users would have access to;
  - g) Allow for temporary subscriptions (for visitors) that would automatically delete themselves on a subscriber defined date).
10. The System shall have Geographic Information System (GIS) capability that includes:
- a) Public telephone number database;
  - b) Subscriber databases;
  - c) End-user developed databases;
  - d) The ability to create polygons and circles with a measurement tool to define geographic notification areas;
  - e) The ability for the end-user to upload ESRI standard GIS layers and immediately use them for predefined polygons.
11. Within 90 days of the rollout of the Federal Emergency Management Agency's Integrated Public Alert & Warning System (IPAWS), the System shall be fully compliant and transmit geographically targeted messages within Miami-Dade County.
12. The System shall support an unlimited number of end-users, subscribers, or public telephone database numbers.
13. The System shall provide immediate geo-coding of all subscribers and contacts.
14. The System shall allow for a fully customizable set of permissions for end-users.
- a) Restrict end-user by specific contact lists, groups/databases, roles, and features.
15. The System shall allow for end-user batch importing and exporting of contact information directly within the end-user interface in Comma Separated Values (CSV) format.

16. The System shall allow for automated batch importing on a routine basis. Miami-Dade County would provide the link to an ftp site that would contain the data and the System would routinely poll the site for the changes to the specific database and import it into the identified group/database.
17. When sending an emergency message from the Miami-Dade County Master Level (Emergency Management) all groups/databases in the System shall be able to be triggered.
  - b) The System shall allow for automatic electronic (non-voice) messaging for NOAA Weather Alerts using the TOR and CEM codes within Miami-Dade County to all subscribers (subscribers cannot opt-out) across all groups.
18. When transmitting a message, the System shall ensure that duplicate contact information is parsed to eliminate duplication of messages.
19. The end-user interface shall have the capability to be viewable and initiate an emergency message via the latest version of the following web-browsers Microsoft Internet Explorer, Blackberry, Safari, Firefox and iOS.
  - c) As the new versions of the web-browsers listed herein are released the selected Proposer shall ensure the graphical user interface remains operational.
20. The end-user interface shall have the capability to develop the following:
  - a) Pre-defined scenarios that can be trigger with minimal end-user interaction (once end-user is validated);
  - b) User-definable scenarios/setups.
21. The System shall have the ability to allow for tri-lingual messaging (English, Spanish, and Creole) and selection of preferred language by subscribers.
  - a) The end-user shall have the option to enter the multi-lingual messaging in distinct fields within the interface.
22. The System shall be integrated with Social Media Systems for automatic posting of emergency notifications for Miami-Dade County Government only (Facebook, Twitter, etc).
23. The System shall allow for administrators to manage subscribers and their respective information.
24. The System shall have the ability to automatically sense TDD/TTY devices and deliver messages in the appropriate format.
25. The System shall have the ability to concurrently process and send multiple messaging scenarios, up to the stated minimum speeds.
  - a) If multiple messaging scenarios are being processed concurrently the Miami-Dade County administrators shall have the ability to prioritize the scenarios.
26. The System will interface to Miami-Dade county's Fire Rescue Dispatch System through secure HTTP connection.
27. The System will accept parameter based single alert.
28. Interface will accept parameter based group based alerting.
29. System will support multi-group tiers.

The proposed Emergency Notification System must be web based and capable of online enrollment available to all citizens of Miami-Dade County, employees, as well as individuals traveling to or working in Miami. Additionally, municipalities, educational institutions, and healthcare institutions must be able to have a similar capability (separate web portals, databases, and permissions). Users must be able to sign up for an account to receive alerts and emergency

notifications easily. The System must also provide the users the capability of tailoring the types of alerts and notifications sent.

It is understood by Miami-Dade County that Subscribers may be charged, as set forth in their wireless provider's contract, for messages delivered to their wireless devices.

## **2.5 REPORTING SERVICES TO BE PROVIDED**

The selected Proposer shall provide reporting at no cost to the DEM, MDR, MDT, municipalities, educational and healthcare institutions. In your proposal response you are to clearly define and provide screen shots, examples, and samples of canned reports as applicable to your System.

Reporting capabilities, to include but not limited to the following:

- a) Automatically reports back on any responses generated (separate by scenario and end-user);
- b) Automatically reports back on the delivery status of messages in both summary (message totals) and individually (by subscriber and public telephone database entry);
- c) Allows for custom report development;
- d) Provides the report in a standard format that can be edited and analyze using standard MS Office 2007 products;
- e) Historical usage statistics by time period and by scenarios;
- f) Subscriber list, all and by scenarios and by groups;
- g) Login and message/alert history;
- h) Undeliverable message or alert subscribers;
- i) Ability to schedule report extract to email.

Search capabilities for subscribers by:

- a) Full or partial phone number, name and email;
- b) By status, such as active, unsubscribed, etc.

## **2.6 TRAINING SERVICES TO BE PROVIDED**

The selected Proposer shall provide onsite training utilizing a train the trainer approach at no cost to Miami-Dade County. Initial in person end-user training prior to vendor implementation shall be provided. It is anticipated that this training shall be able to accommodate up to approximately 30 trainers. The training should be scheduled in several sessions to accommodate department schedules. The Proposer shall provide training which includes sending out alerts to specific groups, troubleshooting, and reporting. The County will provide the training space. The Proposer will provide training manuals (hard copy and electronic file) for each person trained. Online user manuals and training materials shall also be facilitated. The selected Proposer shall be responsible for providing ongoing training throughout the term of the contract when major updates or upgrades are completed to the System.

## **2.7 HOSTING, MAINTENANCE AND SUPPORT SERVICES**

The selected Proposer shall be responsible for providing hosting for the web and communication services, as well as maintenance and support services for the entire System throughout the term of the resultant contract. Proposers must provide information pertaining to their delivery model, System configuration, and the disaster recovery procedures if the primary hosted site for the web services fails.

- a) 24/7/365 live technical support and ability to activate a messaging scenario in the event that internet access is not available;
- b) Annual costs shall include all maintenance, support, and upgrades during the performance period;
- c) The selected Proposer shall be responsible for providing copies of the carrier agreements:
  - i. Carrier Agreements; The carrier agreements or acknowledgement of there being agreements in place with the major carriers is required to ensure that the County's messages are being delivered timely and not being rejected as "spam" due to the size of the subscriber base.

## **2.8 OPTIONAL PRODUCTS AND SERVICES**

Proposers are encouraged but not required, to offer Optional Products and Services to the County.

**Walters, Vivian (SBD)**

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**From:** Porter, Albert (SBD)  
**Sent:** Tuesday, November 01, 2011 12:33 PM  
**To:** Walters, Vivian (SBD); Duncombe, Kelly (SBD)  
**Subject:** FW: Emergency Notification System  
**Attachments:** Future Emergency Notification System.pdf; DBD DEPARTMENT INPUT RQEH1200001.doc

F Y I

PORTER

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**From:** Carrillo, Leida (ISD)  
**Sent:** Tuesday, November 01, 2011 12:20 PM  
**To:** Porter, Albert (SBD)  
**Subject:** Emergency Notification System

Mr. Porter,

See attached scope for the Emergency Notification System. The main funding source will be Federal Funds. Please advise if I need to submit or provide any additional information. Thank you in advance for your assistance.

Kind Regards,

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Leida Altman Carrillo, Procurement Contracting Officer 1  
Miami-Dade County Department of Procurement Management  
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305-375-1084 Phone, 305-375-5688 Fax

*"Delivering Excellence Every Day"*

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